

A

# GUIDE MAGAZINE

BY UNIT F BÜRO FÜR MODE,  
BÜRO FÜR TRANSFER UND MOODLEY  
BRAND IDENTITY

## ISSUE 01 CONTENTS

### HANDCRAFTS

OF MEN AND TAILORS

THE BOAT BUILDING COMPANY FRAUSCHER  
EVERY TIME NEEDS ITS OWN PERSPECTIVE

MAISON MARTIN MARGIELA  
ARTISANAL

INCLUDING A GUIDE  
FEATURING THE TOP 50 PLACES  
IN VIENNA



Issue 01 Autumn/Winter 09/10

A GUIDE MAGAZINE IS COMMITTED TO THE QUALITY AND POWER OF CREATIVITY, SEARCHING FOR ITS PIONEERS AND PROPONENTS BEYOND CURRENT LIFESTYLE TRENDS. THE MAGAZINE FOCUSES ON HISTORICAL AS WELL AS PRESENT-DAY SUCCESS STORIES OF CREATIVE MINDS AND COMPANIES THAT HAVE EVOLVED OVER GENERATIONS. THE COMMON DENOMINATOR IS THE COMBINATION OF TRADITION AND INNOVATION; OF PASSED-ON KNOWLEDGE AND CONTEMPORARY INTERPRETATION OF “ENTREPRENEURIAL SPIRIT” AND GROWN (FAMILY) STRUCTURES.

A Guide Magazine's aim is to get the economy to embrace creativity as a competitive factor, thus fostering and speeding up a change of values that brings a new quality into our society.

However, A Guide Magazine stands for not only innovative contents, but also for an innovative concept, in the form of a magazine-in-a-magazine product. Every magazine issue contains a removable city guide, exploring the top spots of a city or region. And finally its intention manifests in the form of presentation: from photo spreads to graphic design, a novel approach to designing magazines is proposed.

## TARGET AUDIENCE/REACH

A Guide Magazine makes its readers insiders and experts in the national and international creative scene. One example: Through a partnership with A Guide Magazine and/or placing an ad, you and your company will reach the decision-makers in the economy and politics as well as the creatives and an open-minded design and lifestyle-interested audience at home and abroad.

The city guide as an integral component moreover makes the publication interesting for city tourists and people who live in the city because it explores the city from a well-informed, unconventional angle.

The readership of A Guide Magazine is a very heterogeneous group. However, the focus is definitely on readers who are active in the economy and creative industries, but the spectrum ranges from self-employed entrepreneurs, traders and managers who are open to new ideas; from consumers with an appreciation for quality and sustainability, to the design-conscious who consider creativity as part of their lifestyle.



Issue 01 with guide supplement

## THE TITLE

THE TITLE 'A GUIDE MAGAZINE' STANDS FOR THE COMBINATION OF THE TERMS GUIDE AND MAGAZINE IN THE FORM OF A MAGAZINE-IN-A-MAGAZINE CONCEPT. THE "A" IN THE TITLE NOT ONLY REPRESENTS THE INDEFINITE ARTICLE BUT ALSO STANDS FOR AUSTRIA AS THE SOURCE OF INSPIRATION AS WELL AS FOR "FIRST-RATE" FOR THE HIGH STANDARDS OF THE MAGAZINE. A GUIDE MAGAZINE IS PUBLISHED IN ENGLISH.

## THE PUBLISHERS

Three offices with different expertise, UNIT F BÜRO FÜR MODE, BÜRO FÜR TRANSFER UND MOOD-LEY BRAND IDENTITY have joined forces to conceive and realise A Guide Magazine. An external network of experts from the fields of design, graphic design, architecture and economy provides additional expertise.

## CONTENT

# A GUIDE MAGAZINE

## ISSUE 01

AUTUMN/WINTER 09/10



Issue 01 Contents

The main part of the first issue is dedicated to the phenomenon "craft". Products made by hand, knowledge and skills passed on from generation to generation. The guide in the first issue is dedicated to Vienna and the top 50 destinations of the city. It is the result of a cooperation with the Vienna Tourist Board.

Featuring contributions by Elfie Semotan, Richard Sennett, Joachim Bessing, Markus Ebner, Wojciech Czaja, Cosima Reif, Marion Kuzmany, Doris Rothauer, Andreas Balon, Martin Stöbich and Klaus Fritsch.



Issue 01 Of Men and Tailors by Joachim Bessing

## DISTRIBUTION

The printed edition is produced and distributed with a circulation of 6,000 copies via:

### PRINTED EDITION 6,000 COPIES

BOOK AND MAGAZINE STORES	
NATIONAL	1,000 COPIES
INTERNATIONAL	3,000 COPIES
TOURISM PARTNER	500 COPIES
FIXED ALLOCATION	500 COPIES
COMMISSION PARTNERS	700 COPIES
INTERNATIONAL JOURNALISTS AND OPINION LEADERS	300 COPIES

### BOOK AND MAGAZINE STORES

A Guide Magazine is available internationally and in Austria in well-assorted book and magazine stores, at train stations as well as at select tobacconists. It is distributed through Morawa Pressevertrieb GmbH & Co KG and Vize Versa International Press Distribution.

### TOURISM PARTNER

The Vienna Tourist Board is a permanent partner with a fixed allocation of copies that also makes use of the guide's contents on its website. The Vienna Tourist Board also partnered with the Vienna Pocket Guide published by Unit F in 2005, whose first edition of 15,000 copies sold out within 6 months.

The Austrian Federal Economic Chamber (WKO) – Go International is the WKO Partner of A Guide Magazine with a fixed allocation of copies, with distribution via its foreign trade offices as well as design-oriented events.



Issue 01 with guide supplement



Double page guide



Full-page ad: media consult



1-page advertorial (image and text material provided by the client, designed by A Guide Magazine): Kiehl's

## ADS

ADS	
FULL-PAGE AD	EUR 2,500,--
DOUBLE-PAGE AD	EUR 4,800,--
SPECIAL ADS ON CLIENTS' REQUEST	
BACKCOVER MAGAZIN	EUR 3,500,--
BACKCOVER GUIDE	EUR 3,200,--
INSIDE FRONT/BACK COVER	EUR 2,900,--

### ADVERTORIAL

1-PAGE ADVERTORIAL (IMAGE AND TEXT MATERIAL PROVIDED BY THE CLIENT, DESIGNED BY A GUIDE MAGAZINE)	EUR 3,000,--
2-PAGE ADVERTORIAL (IMAGE AND TEXT MATERIAL PROVIDED BY THE CLIENT, DESIGNED BY A GUIDE MAGAZINE)	EUR 5,800,--
1-PAGE ADVERTORIAL (TEXT AND IMAGE MATERIAL PROVIDED AND DESIGNED BY A GUIDE MAGAZINE, MAXIMUM 3 IMAGES AND 2,000 CHARACTERS)	EUR 4,000,--
2-PAGE ADVERTORIAL (TEXT AND IMAGE MATERIAL PROVIDED AND DESIGNED BY A GUIDE MAGAZINE, MAXIMUM 3 IMAGES AND 2,000 CHARACTERS)	EUR 7,000,--



Special ad (back cover magazine): Jil Sander

Our advertising clients include companies such as Jil Sander, Tiffany's, media consult, Vienna Tourist Board, AWS, CIS, departure, Kiehl's, Verdarium, etc.



2-page advertorial (image and text material provided and designed by A Guide Magazine): Vienna Design Week

## SUPPLEMENTS

CITY GUIDE SUPPLEMENT (PROVIDED BY THE A GUIDE MAGAZINE EDITORIAL DEPARTMENT, 30 CONTRIBUTIONS IN THE FORM OF TEXT AND IMAGES, ALL RIGHTS INCLUDED - NATIONAL SUPPLEMENT)	EUR 25,000,--
CITY GUIDE SUPPLEMENT (PROVIDED BY THE A GUIDE MAGAZINE EDITORIAL DEPARTMENT, 30 CONTRIBUTIONS IN THE FORM OF TEXT AND IMAGES, ALL RIGHTS INCLUDED - INTERNATIONAL SUPPLEMENT)	EUR 30,000,--
THEME-SPECIFIC SUPPLEMENT (CUSTOM PUBLISHING) ACCORDING TO SCOPE AND RESOURCES NEEDED CALCULATED BY A GUIDE MAGAZINE	

## CONTACT

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